## fashion calendar 1970

30th year · issued weekly

JANUARY	FEBRUARY	MARCH	and the same APRICE we were the	and the second s	JUNE
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JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
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## FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

## WEEK ENDING FRIDAY, JUNE 26, 1970

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 25- June 28	June 25: 7:00 P.M.  June 26: 8:00 A.M.  9:00 A.M.  12:00 Noon  7:00 P.M.  June 27: 8:00 A.M.  9:00 A.M.  12:00 Noon  7:00 P.M.  June 28: 8:00 A.M.  9:00 A.M.  12:00 Noon	MFA Clinic One, "The Tail J.P. Stevens & Co. (lunch Esquire Socks (dinner)" Hat Corp. of America "Toy MFA Clinic Two, "Sportswe Botany (luncheon) "Clothin After Six (dinner)" A Low The Presidents Hilton Champa Clinic Three, "The Yow Wembley (luncheon)	PLEASANT BEACH, N.J. d boys' fashions.  t) "It's a Knit Way to Live" lored Man 1970" heon) An Ex-Static Evening" p to Bottom Fashions" ear 1970" ing Cosmetics" we Affair with Austria"(black tie) ampagne Breakfast oung Look 1970"
	- J Only .	contact. Matherine Agner.	lo, 1290 Sixth Ave., LT. 1-8210.

AMERI	CAN DESIGNER	SHOWINGS - Grand Ballroom, Delmonico's
		WARNER SLIMWEAR-LINGERIE (breakfast)
		TINA LESER
	10:00 A.M.	KIMBERLY
	10:45 A.M.	SARMI
	11:15 A.M.	writing period
	12:00 Noon	CADORO JEWELRY Colonnade Suite
	1:00 P.M.	SHEFFIELD WATCHES (luncheon) Plaza - Terrace
	2:30 P.M.	STAN HERMAN FOR MR. MORT
	3:15 P.M.	VICTOR JORIS FOR CUDDLECOAT
		CEIL CHAPMAN
	4:45 P.M.	MISTER PANTS (Lynn Stuart)
		OLGA UNDERFASHIONS (cocktails) Crystal Ballroom
	8:30 P.M.	"ON A CLEAR DAY YOU CAN SEE FOREVER"(film) Loew's State I starring Barbra Streisand, Yves Montand B'way & 45th St. guests of Paramount and Arnold Scaasi
Fri., June 26:	7:45 A.M.	breakfast
		KENNETH LANE
	8:30 A.M.	POLO BY RALPH LAUREN
		BILL BLASS
	10:00 A.M.	BILL BLASS FOR PBM; BLASS FURS; BLASS VANTAGE WATCHES
	10:45 A.M.	
	11:30 A.M.	OSCAR DE LA RENTA
	12:15 P.M.	JACQUES TIFFEAU

Friday FALL MENSWEAR FOR POLO BY DELMONICO'S

June 26 VISITING PRESS RALPH LAUREN GRAND BALLROOM

8:30 A.M. Shirts, ties, suits, slacks, sport coats, sport shirts, outerwear, shoes.

By invitation. Contact: Alfred Siciliano, 581-7560.

WHAT'S GOING ON GIVEN BY DATE WHERE Saturday CUSTOMER SHOWING: LORD & TAYLOR: 6TH FLOOR June 27 BRIDAL FASHIONS BRIDES MAGAZINE 11:00 A.M. Open to public. Publicity: Jeri Savidge, WI. 7-3300. JUNIOR SPORTSWEAR Beginning JUPITER BY 512 SEVENTH AVENUE Monday FROM FRANCE ALAIN SOREL SHOWROOM - 9TH FLOOR June 29 Continuous by appointment. Contact (press): Pamela Ripps, Liaison Agency, 355-7310; (buyers): Maia Frossard, 868-3215. GINO PAOLI 1407 BROADWAY Beginning ITALIAN COUTURE Monday KNIT COLLECTION SHOWROOM - 37TH FLOOR June 29 Knit dresses, suits, ensembles, pantsuits, sportswear from Italy for Resort, Holiday, Spring. Continuous showings. Contact: Audrie Shulman, BR. 9-0925. PRESS PREVIEW: 17 EAST 67TH STREET Tuesday KEN SCOTT June 30 CRUISE COLLECTION SHOWROOM - 3RD FLOOR 10:30 A.M. By invitation. Thereafter by appointment. Contact: 249-9600. Monday AUTUMN-WINTER ADOLFO ST. REGIS July 6 (22 E. 56TH ST.) COLLECTION VERSAILLES ROOM 12:00 Noon By invitation only. Contact: 688-4410. Publicity: Eleanor Lambert, MU. 8-2130. Monday PREVIEW OF IRENE OF NEW YORK 16 EAST 52ND STREET July 6 FALL MILLINERY SALON - 6TH FLOOR 4:00 P.M. Millinery collection by Irene and Rivera. (Note Change of Date and Time). For press and buyers, by invitation. Contact: PL. 3-3032. Beginning OPENING: HOLIDAY-1407 BROADWAY HADLEY Monday SPRING COLLECTION SHOWROOM - 21ST FLOOR Knits and coordinates in luxury fibers. By appointment. Contact: Bob July 6 Newman, 565-2170. IRENE'S PREVIEW OF FALL MILLINERY, ORIGINALLY SCHEDULED FOR JULY 7 AT 9:30. Tuesday July 7 HAS BEEN CHANGED TO JULY 6 AT 4:00 P.M. (see above) Tuesday AUTUMN-WINTER MR. JOHN 24 EAST 57TH STREET July 7 COLLECTION SALON - 7TH FLOOR 12:00 Noon Autumn-Winter collection of hats, couture, boutique clothes, accessories. By invitation. Contact: PL. 7-1966. Wednesday PREVIEW OF MILLINERY INSTITUTE AMERICANA HOTEL July 8 FALL MILLINERY (10 EAST 40TH STREET) IMPERIAL BALLROOM

9:00 A.M. Showing of Fall hat collections. Price: \$5.00 for retailers. By invi-Breakfast tation. Publicity: Burt Champion, MU. 6-2970.

Wednesday PREVIEW: NEW JEROME ALEXANDER WIGS PLAZA HOTEL July 8 WIG COLLECTION BAROOUE SUITE 5:00 P.M. New collection of wigs for men and women. By invitation only. Cocktails Contact: Marvin Fish, 594-4730.

## -COUTURE SHOWINGS IN LONDON, ROME, MADRID, ATHENS, PARIS -

Wednesday COUTURE SHOWINGS IN LONDON July 8-Wed., July 8: Mattli; Tues., July 14: Michael, Mattli; Wed., July 15: Hardy July 15 Amies. Contact: Margaret Brinkman, Incorporated Society of London Fashion Designers, 7 Elizabeth Close, Randolph Avenue, London W. 9.

	COUMING CHOUTNO	C TN I	NITION	ROME, MADRID, ATHENS, PARIS (continued)
	COUTURE SHOWING	2 IN L	JADON,	ROME, MADRID, ATHENS, TAKES (CONCINCENT)
Wednesday	COUTURE SHOWING			
July 8-	Wed., July 8:		A.M.	
July 15			P.M.	
		3.00	I elle	Rosati - Hilton Hotel
		9:30	P.M.	Menswear by Piattelli - via del Corso 184
	Thurs Tules O.	10.00	A M	Menswear by Palazzi - via Borgognona 7
	Thurs., July 9:			Furs by Bertoletti, Nobilio, Naldoni, Soldano
				(luncheon) - Hilton Hotel
		4:00	P.M.	Menswear by Wanver, Valentini, Brioni, Sir Bonser
		0 • 30	DW	Hilton Hotel Datti (dinner) - Grand Hotel
		9.30	r .ri .	Date! (dimer) - Grand note:
	Fri., July 10:		A.M.	
				Brugnoli - Excelsior Hotel
				Garnett - Excelsior Hotel
		3:00	r.M.	Furs by Pellegrini, Assunta, Melloni, Viscardi, Parodi, Rossini & Porro - Grand Hotel
		6:30	P.M.	Di Lazzaro - via di Porta Pinciana 4
		9:30	P.M.	Capucci - via Gregoriana 56
	Cat Tule 11.	0.30	A M	Balestra - via Gregoriana 36
	Sat., July 11:			Fontana - Grand Hotel
				Centinaro - Grand Hotel
		5:00	P.M.	Furs by Fendi - via Borgognona 39
				Carosa - Piazza di Spagna 93
				Tiziani - via Gregoriana 41
		10:30	P.M.	Menswear by Litrico (dinner) - via Abruzzi 4
	Sun., July 12:	9:30	A.M.	Antonelli - via Boncompagni 14
				Gattinoni - via Toscana 1
				Enzo - Grand Hotel
			P.M.	Shirts by Samo (luncheon) - Grand Hotel Fabiani - via Condotti 11
				Lancetti - via Condotti 61
	Mon., July 13:		A.M.	
			A.M. P.M.	
			P.M.	
				Barocco - Grand Hotel
				Galitzine - via Veneto 84
	There Inle 14.	0 - 30	A M	Tita Rossi - via Gregoriana 54
	Tues., July 14:	11:00		
		12:30		
				Menswear by Testa (luncheon) - Casina Valadier
				Forquet - via Borgognona 8
		10:00	P.M.	Mila Schoen - Grand Hotel
	Wed., July 15:	9:30	A.M.	Laug - Piazza di Spagna 81
		11:00		Marucelli - Grand Hotel
				Gregoriana - Grand Hotel
				Faraoni - Grand Hotel Valentino - via Gregoriana 24
	Wed., August 19:	Conta	ct: A	lberto Garlanda, Camera Nazionale della Moda
	Italiana, via Lo	mbardi	.8 44,	00187 Rome3-

Thursday July 16- July 18 COUTURE SHOWINGS IN MADRID. Contact: Secretaria de la Comision Organizadora de la Presentación de las Colecciones de Alta Costura, Palació Nacional de Congresos y Exposiciones, Avenida Generalisimo 29, Madrid.  Priday July 17- July 19 COUTURE SHOWINGS IN ATHENS Pri., July 17: 1:00 P.M. 4:00 P.M. 4:00 P.M. 4:00 P.M. 4:00 P.M. 12:00 Noon 12:00 Noon 12:00 A.M. Prineus to Athens Pri., July 19: 2:00 A.M. Prineus to Athens Pri., July 19: 2:00 A.M. Prineus to Athens Pri., July 19: 2:00 A.M. Prineus to Athens Pri., July 20: Contact: Budd Calisch, Derelle Associates, 730 Fifth Avenue, JU. 2-9083.  Monday July 20- Aug. 7  Monday July 20- Aug. 7  Monday July 20: 10:00 A.M. Prineus to Athens Periaus to Athens		COUTURE SHOWINGS IN LONDON, ROME, MADRID, ATHENS, PARIS (continued)	
July 17-   July 17:   1:00 P.M.   Opening Astir Palace   4:00 P.M.   Fall Highlights Attallos Gallery   Dinner-Capsule Showings. Astir Palace   12:00 P.M.   Departure for Mykonos. Astir Palace   Dinner-Dance-Show Stella Oceanis   Dinner-Dance-Sh	July 16-	COUTURE SHOWINGS IN MADRID. Contact: Secretaria de la Comision Organiza de la Presentacion de las Colecciones de Alta Costura, Palacio Nacional	dora de
Sat., July 18: 8:30 A.M. Departure for Mykonos. Piraeus Dock 12:00 Noon Luncheon - Show Stella Oceanis Dinner-Dance-Show Remezzo Club, Mykonos 7:00 A.M. Piraeus to Athens 7:00 A.M. Piraeus to Athens All Day Designers' Open House. Athens Contact: Budd Calisch, Dorelle Associates, 730 Fifth Avenue, JU. 2-9083.    Monday Couture Showings In Paris (P: press; B: buyers)	July 17-	Fri., July 17: 1:00 P.M. Opening Astir Palace 4:00 P.M. Fall Highlights Attallos Gallery	
Sun., July 19: 2:00 A.M. Petraus to Athens		Sat., July 18: 8:30 A.M. Departure for Mykonos. Piraeus Dock 12:00 Noon Luncheon - Show Stella Oceanis	
Contact: Budd Calisch, Dorelle Associates, 730 Fifth Avenue, JU. 2-9083.  Monday July 20- Aug. 7  Mon., July 20: 10:00 A.M. 2:00 P.M. 12:00 Noon 2:00 P.M. DePage (P) 2:30 P.M. 3:00 P.M. DePage (P) A:30 P.M. Eepage (P) 5:00 P.M. Lepage (P) 5:00 P.M. Torrente  Tues., July 21: 9:00 A.M. Hercey (P&B) 10:30 A.M. Balmain (P) 11:45 A.M. Lapidus (P6B) 2:00 P.M. Ricci (P) 2:30 P.M. Balmain (P) 11:45 A.M. Lapidus (P6B) 2:00 P.M. Balmain (B) Molyneux (B) Ungaro (B) DeRauch (B) 3:30 P.M. Cardin (P) 5:00 P.M. Cardin (P) Factou (B) 11:15 A.M. Ricci (PSB) 2:30 P.M. Pactou (P) 3:00 P.M. Pactou (P) 4:30 P.M		Sun., July 19: 2:00 A.M. Return to Athens 7:00 A.M. Piraeus to Athens	os
July 20- Aug. 7    Mon., July 20: 10:00 A.M.   Venet (P)			
Aug. 7 Mon., July 20: 10:00 A.M. Peraud (P) 12:00 Noon Feraud (P) 2:00 P.M. Vaughan (P) Lepage (P) 2:30 P.M. Peraud (P) 3:00 P.M. DeRauch (P) Molyneux (P) Venet (P) Salvadori (P) 4:30 P.M. Lepage (P) 5:00 P.M. Torrente  Tues., July 21: 9:00 A.M. Vaughan (P&B) Lepage (B) 10:00 A.M. Vaughan (P&B) Lepage (B) 10:30 A.M. Balmain (P) 11:45 A.M. Lapidus (P&B) 2:00 P.M. Ricci (P) 2:30 P.M. Lapidus (P) 3:00 P.M. Balmain (B) Molyneux (B) Ungaro (B) DeRauch (B) 3:30 P.M. Cardin (P) 5:30 P.M. Ungaro (B) Wed., July 22: 9:30 A.M. Ungaro (P) Patou (B) 11:00 A.M. LaRoche (P) Venet (B) Feraud (B) Ricci (P&B) Ricci (P&B) Ricci (P) Venet (B) Ricci (P) Venet (B) Ricci (B) Ricci (B) Ricci (B) Venet (B) Venet (B) Venet (B) Ricci (B) Venet (B) Venet (B) Venet (B)			
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Combinated on E-11.		Venet (B) ————————————————————————————————————	

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COUTURE SHOWINGS IN LONDON, ROME, MADRID, ATHENS, PARIS (continued) -
            COUTURE SHOWINGS IN PARIS (continued from page 4)
Monday
July 20-
            (P: press; B: buyers)
                                        Griffe (P&B)
Aug. 7
            Wed., July 22:
                             3:30 P.M.
                             5:00 P.M. LaRoche (P&B)
                             5:30 P.M. Ungaro (P)
            Thurs., July 23: 9:45 A.M.
                                       Dior (P)
                            10:30 A.M. Patou (P)
                            11:00 A.M.
                                        St-Laurent (B)
                                        St-Laurent (P)
                             3:00 P.M.
                                        LaRoche (B)
                             5:00 P.M.
                                        Dior (P)
                             7:00 P.M.
                                        Carven
                                        Gres (P)
            Fri., July 24:
                           10:30 A.M.
                                        Givenchy (B)
                            12:00 Noon Courreges (P)
                             3:00 P.M. Lanvin (P)
                                        Gres (B)
                                        Carven (B)
                             3:30 P.M.
                                        St-Laurent (P&B)
                             4:30 P.M.
                                        Courreges (P)
                                        Givenchy (P)
                             3:30 P.M.
                                        St-Laurent (B)
            Sat., July 25:
            Mon., July 27:
                             3:00 P.M.
                                        Lanvin (B)
            Thurs., July 30: 3:00 P.M.
                                        Orcel (P)
                             3:30 P.M.
                                        Bourgade (P)
            Fri., Aug. 7:
            Contact: Chambre Syndicale de la Couture Parisienne, 100 rue du Fbg.
            St-Honore, Paris VIII.
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July 15	NEW ROOM SETTINGS "Make Mine Modern"six r	ABRAHAM & STRAUS (BROOKLYN) oom settings. (For Release By invitation. Contact:	7TH FLOOR , Fri., July 17). Open
	COLLECTION	NANNETTE INTERNATIONAL Contact: Trudy Fletcher,	
	FASHION WEEK Sponsored by: American Fo Assn; Volume Footwear Ret	otwear Manufacturers Assn; ailers of America; New Engl 12:00 Noon Tuesday. Conta	PLAZA HOTEL National Shoe Retailers and Footwear Assn.
Sunday July 26- July 29		, Communications Council, 7	
8:30 A.M.&	MEETINGS	ASSOCIATION FASHION SERVICE(51 E. 42ND ST.) al trend meetings. By invi	

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	FASHION CONFERENCE Two sessions of semi-annu Contact: MU. 6-7520.	NATIONAL SHOE RETAILERS ASSN(200 MADISON AVE.) al fashion conference. By	GRAND BALLROOM
Tuesday July 28 4:30 P.M. Cocktails	Preview of new packaging	YARDLEY OF LONDON  for "Black Label" and "Orig invitation. Contact: Char	HOUSE OF HARLEY 521 WEST 43RD STREET inal"; and introduction lotte Lipson, 582-5800.
	SEMI-ANNUAL NOTIONS SHOW Contact: Leonard Ennis, P	NATIONAL NOTION ASSN (350 FIFTH AVENUE) E. 6-8820.	STATLER-HILTON HOTEL; NOTIONS MART
Tuesday August 4 9:00 A.M. Champagne Breakfast	HOLIDAY COLLECTIONS Preview of collections fr	THE MARKET (1407 BROADWAY) om "No Comment, Granny Takes by Wayne Rogers. For press own, 565-6475.	THE CAROUSEL CENTRAL PARK a Knit, Off My Back, and buyers, by invi-
	NEW YORK GIFT SHOW Contact: Maxine or Bob Ca	LITTLE BROS. SHOWS (220 FIFTH AVENUE) rman, MU. 3-3380.	PARK-SHERATON HOTEL; COLISEUM
Monday August 17 9:30 A.M.		WOMEN'S WEAR DAILY ation. Admission by ticket	AMERICANA HOTEL IMPERIAL ROOM, 1A only. Contact:
August 19	ROME COUTURE PICTURE RELE	ASE DATE	
Beginning Monday August 24	OPENING OF RESORT COLLECTION By appointment. Contact:	DESIGN THAI  Joanne Jaap or Timmie Rich	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR e, 239-8530.
Tuesday August 25- August 27		THE FASHION GROUP, INC.  ng '71 fabrics. Co-chmn: M ey, Dow Badische. Prices: -3940.	
Sunday August 30- Sept. 2	Assn; Volume Footwear Reta	NATIONAL SHOE FAIR otwear Manufacturers Assn; ailers; New England Footwea , 8th Ave. & 34th St., 594-	SHERATON-BLACKSTONE HOTELS National Shoe Retailers r Assn. Contact: Edward
Thursday Sept. 10 1:00 P.M.& 6:00 P.M.	INTERNATIONAL MENSWEAR COLLECTION Two showings for press and Publicity: Mark Klauser, (	OHRBACH'S d customers of internationa DX. 5-4000.	5TH FLOOR  1 menswear collection.
Thursday Sept. 24 12:30 P.M. Luncheon	COUTURE COLLECTION AT LUNCHEON SHOW Fall-Winter collection. If and Commentator: Mary Alice	TIZIANI OF ROME  Reservations (\$5.75): PL. 9- ce Rice, PL. 2-5726.	PLAZA HOTEL TERRACE ROOM -7010. Coordinator

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